

WCPO TV, CINCINNATI, OHIO
Community Problems and Needs Report
4th Quarter
October 1 – December 31, 2012

Program Title: Our World with Black Enterprise

Source: Recorded

Time/Day: 4:30 a.m. – 5:00 a.m.
Sunday

Frequency: Weekly

Type: Public Affairs

Program Description

This program deals with current issues with an African American perspective. The host is typically Juan Williams, but frequently guest hosts include James Brown and Julian Bond. A wide variety of subjects are covered through one-on-one interviews or panel discussions, whichever serves the subject matter best.

2012 Presidential Election

(11/05/12) President Obama's successful re-election examined by Tea Party co-founder, NY Dailey News writer & political analyst; Georgetown University prof of sociology & author.

**Economy/Unemployment/
Jobs; Healthcare;
Education**

(11/12/12) Rapper, author, actor ... T.I. shares transition secret on move from music to movies; depression within African American Community; Harlem School of Arts saved by trumpeter, H. Alpert

**Economy/Unemployment/
Jobs; Healthcare;**

(11/19/12) Interview with reality star and founder of "Sweetie Pie's" re: struggles/challenges of being in business with son; the rise of unhealthy eating in the African American community.

**Individuals/Families in Need
Education; Healthcare**

(11/26/12) Miami Heat star Dwyane Wade on his life & battle for custody of his children. 40th Anniversary of Title 9 (equality for women athletes discussed); Philadelphia community champion helping children and families take control of health issues like obesity and asthma.

**Education; Individuals &
Families in Need**

(12/03/12) Radio host and author, Michael Baisden and the source of his writing; high numbers of people of color who go missing each year; Olympic silver medalist teaching kids to swim and water safety.

**Economy/Unemployment/
Jobs; Individuals/Families
in Need**

(12/24/12) Interview with music executive Andre Harrell, radio host & founder of Harrell Records. He talks about longevity in the music industry. Discussion examines why more Americans are deciding not to get married.

Human Relations/Diversity

(12/31/12) highlight the 2011 Black Enterprise/Pepsi Golf & Tennis Challenge with an All Access interview with Up-and-coming singer Ledisi who talks about the pressures of conforming into a certain way of looking in the entertainment industry. Singer and Songwriter Wyclef Jean apologies to the former members of the Fugees. Singer/Songwriter Ne-Yo talks about his transition into acting. Actor Jeffrey Wright shares what it takes to bring interesting characters to life on the Big Screen. And finally, Robert Townsend is back with a new movie, "In the Hive".

Other weekly episodes were repeats of previously aired programs.